

The following claims are therefore made:

1. A comprehensive on line shopping & entertainment network consisting of:
 - a: a graphics software downloadable into user's local computer to generate the images of the virtual city.
 - b: a number of virtual stores linked to real sellers equipped with web-cameras.
 - c: a platform for the user to browse through the virtual city and go in any stores
 - d: a platform for the user to view the live images of the store and communicate with the seller and other visitors of the store.
2. The "platform for the user to view the live images of the store and communicate with the seller and other visitors of the store" mentioned in item 1. refer to the idea that once the user enters a store, he is automatically added to the community of the store. He can then receive the live web-broadcast of the store, and communicate with seller and other visitors of the store via text or audio instant messaging interface.
3. The virtual city images can be periodically upgraded to keep users' shopping experience fresh and intriguing.
4. Many stores are rented to the same seller for only a limited length of time, so that the stores are constantly filled with different goods all around the world, which will also make the shopping experience fresh and exciting.
5. A combinational lens with different focal lengths, one example is shown in Fig.1, the users can realize hardware zoom by switching from one lens to another without actually moving the lens.
6. Using a set of combinational lens mentioned in item 5. pointing to different directions, the hardware pan or zoom at any directions can be realized without actually moving the lens.
7. Combine the hardware pan or zoom mentioned in item 6. with traditional software zoom, a large amount of people can freely pan or zoom during live web-broadcast events without actually moving the lens.